

## **Trends of online trading development in Russia**

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### **Abstract**

Trade branch is strategically important for the Russian economy: it provides a significant share of GDP, creates jobs, and a base for the activities of individual entrepreneurs, etc. For the last 5-7 years, e-commerce segment has begun to make an enormous contribution to development of the trade industry; today the segment is one of the priority directions of development of the industry as a whole. By way of evidence, the paper reflects and analyzes the dynamics of the main indicators characterizing the development of e-commerce in the country. It demonstrates main trends in the development of e-commerce, reflects the goods market structure from the perspective of consumer interests in goods purchase over the Internet, studies the nature and relevance of modern omni-channel system of trade organization. The article also compares Russian and foreign experience of development of e-commerce segment, and proves that, despite its rapid development, the Russian market of e-commerce is incommensurably small in comparison with the markets of developed countries. Based on the results of the analysis priority areas for further development of e-commerce in Russia are identified, and the expected results predicted.

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### **Keywords**

Development trend, E-commerce, Internet commerce, Omni-channel system